

## ABSTRACT

### Problem to be solved:

Whilst partaking in an electronic questionnaire survey, responses given by any one respondent are almost always emotional in their nature due to the survey format. As a result, in summarising the respondents answers statistically, it is not possible to truly measure how satisfied the respondent is with the subject(s) the survey has been designed to address. This can lead to a misinterpretation of the actual situation, which, for surveys such as customer satisfaction surveys or employee opinion surveys can have negative consequences for a company.

### Solution:

By structuring the system and method of an electronic questionnaire survey in accordance with a strict set of guidelines, it is possible to measure a respondent's views on any subject matter both emotionally and rationally, together with the respondent's level of conviction. By comparing the emotional responses with the rational responses, a truly quantifiable and repeatable measure of respondent satisfaction towards the subject matter can be achieved.